

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

HOSPITALITY MANAGEMENT, 52.0900.00	
STANDARD 1.0 – INVESTIGATE THE HOSPITALITY AND TOURISM INDUSTRY	
1.1	Outline the historical development of the industry
1.2	Review the scope and role of the industry in the state, nationally, and internationally
1.3	Identify the key sectors of the industry
1.4	Examine organizations that support the industry
1.5	Evaluate trends in the industry
1.6	Describe organizational cultures and mission statements
1.7	Apply technology as it relates to the industry
1.8	Apply industry terminology
1.9	Explore the role of sustainability in the industry
STANDARD 2.0 – ANALYZE THE LODGING SECTOR	
2.1	Compare and contrast the classifications of lodging facilities and properties
2.2	Diagram the organizational structure of a lodging property
2.3	Describe stages of the guest experience
2.4	Describe the importance of guest amenities (i.e., goods and services; tangible and intangible)
2.5	Examine front-of-the house (FOH) operations and related systems technology
2.6	Examine back-of-the house (BOH) operations and related systems technology
2.7	Describe the role of franchising, independently-operated, and management companies
2.8	Identify career paths in the lodging sector

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STANDARD 3.0 – ANALYZE THE FOOD AND BEVERAGE SECTOR	
3.1	Examine food and beverage operations in various contexts
3.2	Practice front-of-the-house (FOH) operations and related systems technology
3.3	Practice back-of-the-house (BOH) operations and related systems technology
3.4	Compare and contrast the classification of restaurants
3.5	Identify components of menu design
3.6	Analyze food and beverage in managed service operations (e.g., hospitals, university food service, airlines, etc.)
3.7	Perform mathematical calculations in the context of the food and beverage sector, including food and beverage costs
3.8	Compare and contrast various catering operations
3.9	Describe the role of franchising in the food and beverage industry
3.10	Identify career paths in the food and beverage sector
STANDARD 4.0 – ANALYZE THE RECREATION SECTOR	
4.1	Describe the diversity of recreational venues (e.g., amusements, attractions, gaming, etc.)
4.2	Identify career paths in the recreation sector
4.3	Research ideas needed to develop programs and/or products unique to each venue
STANDARD 5.0 – ANALYZE THE TRAVEL AND TOURISM SECTOR	
5.1	Define tourism
5.2	Review the theories of travel motivation
5.3	Explore state, national, and international organizations and promoters of tourism

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5.4	Identify the different modes and importance of transportation (e.g., planes, trains, buses, automobiles, boats/ships, etc.)
5.5	Explore community elements essential to maintain cooperative tourism development efforts (e.g., historical sites, businesses, organizations, vendors, suppliers, etc.)
5.6	Identify key information elements to aid in targeting or modifying products for audiences (e.g., guided tour, trip itinerary, promotion packages)
5.7	Identify career paths in the travel and tourism sector
STANDARD 6.0 – ANALYZE EVENT PLANNING AND THE EVENT MANAGEMENT SECTOR	
6.1	Define the term event and the purpose of an event
6.2	Compare and contrast different kinds of events (e.g., meetings, conventions, expositions, farmers market, weddings, birthday parties, etc.)
6.3	Define the components of event coordination
6.4	Develop an event concept
6.5	Examine the role of third-party event coordinators
6.6	Identify career paths in the event planning sector
STANDARD 7.0 – DEMONSTRATE GUEST SERVICE STRATEGIES WITHIN THE HOSPITALITY AND TOURISM INDUSTRY	
7.1	Analyze qualities and characteristics of an effective service professional
7.2	Define terminology, concepts, and principles associated with exceptional customer service
7.3	Distinguish company cultures and strategies for exceptional customer service
7.4	Apply proactive versus reactive techniques when interacting with guests
7.5	Recognize ways to judge the effectiveness of quality service
7.6	Identify customer retention and recovery strategies in relation to an unsatisfactory experience
7.7	Identify customer retention strategies in relation to an satisfactory experience

These technical knowledge and skill standards were validated by a Skill Standards Validation Committee on April 2, 2010, and used in the adaptation, adoption, and development of test items for first time testing in Fall 2010.

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7.8	Practice guest services skills as they relate to all sectors of the hospitality industry
STANDARD 8.0 – EVALUATE THE VALUE OF COMMUNICATION SKILLS WITHIN THE HOSPITALITY AND TOURISM INDUSTRY	
8.1	Explore internal employee relations
8.2	Recognize and adapt to diversity in the workplace
8.3	Practice appropriate written, verbal and nonverbal communication skills
8.4	Practice effective listening and questioning skills
8.5	Practice etiquette and professional protocol in the workplace
8.6	Examine the use of presentation skills as a selling technique in the industry
8.7	Practice customer service skills as they relate to guest interaction
8.8	Explain how cultural/ethnic/gender differences affect interpersonal interactions, i.e., the ability to communicate successfully
8.9	Identify acceptable communication protocols for given situations
STANDARD 9.0 – ASSESS THE SAFETY, SECURITY, AND SANITATION STANDARDS IN THE HOSPITALITY ENVIRONMENT	
9.1	Examine the role of OSHA regulations and standards
9.2	Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success
9.3	Apply safety policies and procedures for the hospitality environment
9.4	Identify methods to cope with emergency situations
9.5	Identify sanitation procedures to ensure facility compliance with health codes
9.6	Demonstrate food storage and handling practices in accordance with Hazard Analysis and Critical Control Points (HACCP)
9.7	Manage the use and storage of chemicals

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STANDARD 10.0 – EXAMINE THE SALES AND MARKETING FUNCTION IN THE HOSPITALITY AND TOURISM INDUSTRY	
10.1	Identify the components of a marketing plan
10.2	Examine current e-commerce (media technologies) systems used to implement a marketing plan
10.3	Examine market segmentation and target-market strategies
10.4	Explain the Five P's of marketing (people, price, product, promotion, placement)
10.5	Distinguish among the common types of marketing promotions (e.g., advertising, public relations, sales promotions, direct sales, etc.)
10.6	Define the of role of brand identification and image
10.7	Evaluate the features and benefits of products and services
10.8	Critique the integral role all employees have in sales and marketing
STANDARD 11.0 – EXAMINE THE MANAGEMENT AND LEADERSHIP FUNCTIONS OF THE HOSPITALITY AND TOURISM INDUSTRY	
11.1	Create and interpret a staffing and scheduling plan
11.2	Review employee performance evaluation tools and methods
11.3	Compare and contrast the five management functions: planning, organizing, directing, staffing, and controlling
11.4	Demonstrate team-building methods used by managers
11.5	Practice time management strategies
11.6	Identify types and functions of organization charts
11.7	Describe the purpose and application of policies and procedures
11.8	Describe characteristics of an effective leader
11.9	Differentiate between management and leadership
11.10	Identify the importance of integrity and professionalism in regards to management leadership

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STANDARD 12.0 – EXPLORE FINANCIAL MANAGEMENT IN THE HOSPITALITY INDUSTRY	
12.1	Explain the purpose of a budget
12.2	Differentiate among revenues, expenses, profit, or loss
12.3	Define revenue management concepts and functions, for example, RevPAR (revenue per available room), yield management, etc.
12.4	Compare and contrast independent versus franchise operations
12.5	Review the effect of globalization in the industry
12.6	Analyze economic trends and their impact on the industry
12.7	Describe purchasing practices and procedures
STANDARD 13.0 – EXPLORE THE LEGAL AND ETHICAL RESPONSIBILITIES IN THE HOSPITALITY AND TOURISM INDUSTRY	
13.1	Define ethical behavior and consequences in the workplace
13.2	Identify legal issues concerning workplace matters (e.g., drug testing, hiring practices, discrimination, privacy, etc.)
13.3	Examine the relationship between ethics and law for the industry
13.4	Identify legal issues that impact on the industry (e.g., consumer protection, duty of care, equal employment opportunity, anti-discrimination, workplace relations, child sex tourism, etc.)